



Quarter Responsive Programming Report

KVOA Communications

2nd Quarter -- April 1 - June 30, 2003

KVOA
TUCSON

The following is a list of the programs broadcast during the period April 1 through June 30, 2003 which have provided KVOA's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC network news and public affairs programs and public service announcements which may also deal with these problems on a national basis.

<u>PROGRAM</u>	<u>DAY/DATE</u>	<u>TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
<u>Crime --</u> Concerns are: the rate of violent crime, rape, drug-related crime, theft, home burglaries, personal safety and adequate law enforcement protection.				
Eyewitness News Impact	Sunday, April 13	6:00 a.m. - 6:30 a.m.	Ann Donohue and Sam Dyer, of the Pima County Child Abuse Prevention Council.	Statistics regarding child abuse in Pima County and the programs and services available here. Also offered tips for parents and caregivers.
Eyewitness News Impact	Sunday, May 25	6:00 a.m. - 6:30 a.m.	Lt. Mike Pryor, Tucson Police Dept.	Underage drinking and what the police are trying to do to crackdown on it. Also discussed ways parents can get involved to educate their children about the dangers and consequences of underage drinking.
Eyewitness News One on One	Sunday, June 1	6:30 a.m. - 7:00 a.m.	Dan Drake, assistant United States Attorney for Arizona, and Bob Mayes, a United States Postal Inspector.	Mail theft and the fact that it is worse in Phoenix than in New York City. In fact 25% of all stolen mail occurs in Phoenix. Ways to protect against mail theft and arguments for increasing the penalties, which currently is a maximum of five years and \$250,000.

Eyewitness News Impact	Sunday, June 22	6:00 a.m. - 6:30 a.m.	Tony Riojas, associate presiding judge for the city of Tucson	The role of the City Court. How Driving Under the Influence cases have increased 35%. How to obtain orders of protection at any time 24/7, 365 days a year. The court's new website and how it is more user friendly.
<u>Economy</u> -- Concerns are: the local economy, taxes, cost of living, salaries and buying power, the effect of tighter budgets on charities and the national debt.				
Eyewitness News Impact	Sunday, June 1	6:00 a.m. - 6:30 a.m.	Tom Moulton, Pima County Attractions, and Rick Vaughan, vice president of sales and marketing for the Metropolitan Tucson Conention and Visitors Bureau.	Tourism and how the impacts of international events has affected it. Tucson has a high dependence on tourism in its economy. One innovation is a coupon book called Tucson Supersavers. It costs \$10 but has two-for-one offers worth up to \$250. Also resorts and golf courses are offering their discounts to stimulate summer travel.
<u>Education</u> -- Concerns are: quality of education, school programs, teacher compensation, restructuring, school administration, bi-lingual education, magnet schools, and ethnic balances.				
Eyewitness News Impact	Sunday, April 13	6:00 a.m. - 6:30 a.m.	Jo Ann Trujillo and Olga Gutierrez of the League of Mexican-American Women.	Efforts of the League of Mexican-American Women to raise money for scholarships. Since 1968, the group has raised over \$1 million for scholarships.

Eyewitness News One on One	Sunday, April 13	6:30 a.m. - 7:00 a.m.	Emily Meschter, sponsor of a program titled I Have A Dream, and Vanessa Oaxaca and Jonathan Doherty, both seniors graduating from Flowing Wells High School.	Emily Meschter told a 4th grade class in the Flowing Wells School District nine years ago that is they finished high school, she would pay for their college tuition. The students graduated this year and Oaxaca and Doherty talk about their involvement in the program and their aspirations for their futures.
Eyewitness News One on One	Sunday, May 4	6:30 a.m. - 7:00 a.m.	June Webb-Vignery, executive director of the Metropolitan Education Commission, and Rich Mayorga, a teacher at Sunnyside High School and the commission's Teacher of the Year.	What the Metropolitan Education Commission is and its annual Crystal Apple Awards. Rich Mayorga, a teacher at Sunnyside High School and the commission's Teacher of the Year is shown and what makes his lessons so special. The two also discuss current events issues, including the Arizona Instrument to Measure Standards (AIMS) test and school safety.
Eyewitness News One on One	Sunday, May 11	6:30 a.m. - 7:00 a.m.	Nancee Sorenson, dean of students at Pima Community College, and graduating students Niki Richie, Bonnie Lamm, Rachael Richards, Juan Ciscomani and Barbara Camp.	Pima Community College graduated its largest class ever and one of the largest community college graduations in the country. Each student then talked about the obstacles they've overcome to get an education.
Eyewitness News One on One	Sunday, May 25	6:30 a.m. - 7:00 a.m.	Gayle Hartmann, president of the Tucson Presidio Trust for Historic Preservation, and Don Kucera and Sybil Needham, member of the Trust.	Efforts by the Tucson Presidio Trust for Historic Preservation to rebuild part of the Presidio (fort) where Europeans formally founded Tucson in 1775.
Eyewitness News One on One	Sunday, June 15	6:30 a.m. - 7:00 a.m.	Joan Brock, author of <i>More Than Meets the Eye</i> .	Joan Brock was teaching at a school for the deaf and blind when suddenly she went blind herself. She has written a book about her experience and she is now a nationally known motivational speaker. Lifetime has produced a made-for-TV movie about her life and began airing it on June 16. Brock teachers that living happily is a choice and that she considers her blindness a gift.
<u>Employment</u> -- Concerns are: unemployment, new job opportunities, attracting new businesses and industry to Southern Arizona, wages and employment practices.				

Environment -- Concerns are: quality of life, protecting desert, preserving clean air and disposal of toxic elements. (Note: Water is listed separately.)

Eyewitness News One on One	Sunday, April 27	6:30 a.m. - 7:00 a.m.	Don Strauch, executive director of TMM Family Services, Bekki Booth, procurement director of TMM's Re-Store, and Angel Flores, who has purchased his first home through TMM.	TMM Family Services (formerly Tucson Metropolitan Ministry, Inc.) is a faith-based non-profit organization created in 1974. The Re-Store is a thrift store that recycles building materials, furniture and appliances that works to both provide a low-cost source for these items and helps keep them from being discarded into landfills. It has received environmental grants from the state of Arizona.
Government -- Concerns are: local government, the size of government, elected/appointed officials, conflicts between city and county government, and the efficiency of government.				
Eyewitness News One on One	Sunday, May 18	6:30 a.m. - 7:00 a.m.	Jon Kyl, United States Senator from Arizona (R).	A wide-ranging discussion, including: This summer's potential for wildfires and Sen. Kyl's frustration with "radical environmental groups" that are filing lawsuits to stop thinning of forests, post-war Iraq, the Patriot Act and its ability to help law enforcement investigate suspected terrorists, President Bush's tax cut plan, and Kyl's efforts to reduce lawyers' take of the Tobacco Settlement and have the federal government help reimburse hospitals for treating illegal immigrants

Eyewitness News One on One	Sunday, June 22	6:30 a.m. - 7:00 a.m.	Ben Goff, deputy director of the Pima County Transportation Department, Sall Douglas-Scully, director of the Center for Independence, and Melaney Seacat, public involvement manager of the Pima Association of Governments.	The results of a survey in which 1,700 Tucson area residents were asked what they want seen as part of a plan for transportation. Suggestions include cross-town freeways and light-rail. The next phase is to take the results of the survey and put together a plan, including costs and funding sources.
<u>Growth</u> -- Concerns are: pro-growth industry versus anti-growth sentiment, proper planning for growth, preparing infrastructure for growth and human services for growing population.				
Eyewitness News Impact	Sunday, April 5	6:00 a.m. - 6:30 a.m.	Sally Krommes, Tucson Arts District Partnership, and artists Luon St. Pierre and William Skiles.	The Tucson Arts District Partnership, which is a 13-year-old multi-faceted arts and cultural and commercial downtown revitalization project.
Eyewitness News Impact	Sunday, May 18	6:00 a.m. - 6:30 a.m.	Dan Duncan, executive director of the United Way of Tucson and Southern Arizona.	Difficulties of fund-raising and setting priorities. This year, the United Way has identified five areas the community says it wants addressed and it is funding accordingly. This year, social services agencies requested \$5 million worth of support but the United Way is allocating just over \$1 million.
Eyewitness News Impact	Sunday, June 22	6:00 a.m. - 6:30 a.m.	Kathleen Dunbar, Tucson City Councilwoman	A proposal to develop three new city parks and rejuvenate some existing parks to accommodate handicapped children and dogs. Also discussed financing of Rio Nuevo, a project to revitalize downtown areas.
<u>Health</u> -- Concerns are: the quality, costs and availability of healthcare, information about new techniques, preventative measures that are available and personal fitness.				

Eyewitness News Impact	Sunday, April 6	6:00 a.m. - 6:30 a.m.	Marie Swanson, dean of the Enid and Mel Zuckerman Arizona College of Public Health	In Arizona, Hispanics and American Indians are dying of diabetes at rates double to quadruple that of other Arizonans. The Enid and Mel Zuckerman Arizona College of Public Health has received a \$6 million grant to address why these disproportionate eads are occurring.
Eyewitness News One on One	Sunday, April 6	6:30 a.m. - 7:00 a.m.	Dr. David Peck, an urgent care physician from San Diego, former Tempe High School teacher, and author of <i>Or Perish in the Attempt: Wilderness Medicine in the Lewis & Clark Expedition</i> .	Dr. Peck talks about his fascination with the Lewis & Clark Expedition, an 8,000-mile trip from St. Louis to Pacific taken from 180-06. He talks about medicine on that trip, including how they believed purging and bleeding would cure most everything, precisely the opposite of what should have been done. Another story details how Lewis used gunpowder to treat a rattlesnake bite and then took the rattle to help with the birth of a baby. Despite all of this, only one man died of the 31 men and women who made the trip.
Eyewitness News One on One	Sunday, April 20	6:30 a.m. - 7:00 a.m.	Paula Crevosshay, jewelry designer.	Crevosshay, an internationally know and award-winning designer of one-of-a-kind jewelry, talked about the spiritual history of gems and how some cultures used stones for medicinal purposes. Some scientists measure metabolic changes in people from jewels.
Eyewitness News Impact	Sunday, May 11	6:00 a.m. - 6:30 a.m.	Ana Hiemelic, daughter of former juvenile court judge Jim Hiemelic who died three years ago from ALS, Bob Winnefer, chairman of a fund-raising golf tournament, and Dr. Tim Miller, of the University of Arizona Health Services Center.	The annual fund-raising golf tournament that goes toward research of ALS at the University of Arizona Health Services Center. So far, the Hiemelic Foundation has raised more than \$200,000.
Eyewitness News Impact	Sunday, May 18	6:00 a.m. - 6:30 a.m.	Rosi Vogel, a parent, and Jennifer Turner, of the Juvenile Diabetes Research Foundation.	Research currently underway attempting to bring about a possible cure for Type 1 juvenile diabetes, which is more common than most people believe. Ways in which families can deal with members who have been diagnosed with juvenile diabetes, including a newly established support group.

Water -- Concerns are: the availability of good quality water, conservation, and recycling of effluent.

Eyewitness News Impact	Sunday, May 25	6:00 a.m. - 6:30 a.m.	Asia Philbin, coordinator of Water For People	The organization is an international non-profit development group organized to increasing access to safe drinking water and improved sanitation and health for poor communities. Tucson Water is associated with the group.
Eyewitness News One on One	Sunday, June 29	6:30 a.m. - 7:00 a.m.	Mitch Basefsky, public information officer for Tucson Water	This summer's water conservation program, Beat the Peak, and new efforts to get restaurants and apartment complexes to step up their conservation efforts. The effects of the current drought on Tucson's water supply. Increased usage of reclaimed water (treated sewage) to water a far eastside golf course. New fees instituted by Tucson Water. The status of Tucson's program blending groundwater with water from Colorado River through the Central Arizona Project and what Tucson plans to do with the rest of its allocation of water from that source.
<u>Program Descriptions:</u>				
Eyewitness News Impact				A weekly half-hour public affairs program, usually scheduled for Sundays at 6:00 a.m. Produced by KVOA's Eyewitness News 4 news department featuring interviews with community leaders about local events. Host is Lupita Murillo
Eyewitness News One on One				A weekly half-hour public affairs program, usually scheduled for Sundays at 6:30 a.m. Produced by KVOA's Eyewitness News 4 news department featuring interviews with community leader and participants in local topical issues. Host is Sandy Rathbun.
Eyewitness News 4				The title of KVOA's live local newscasts which are regularly scheduled at these times: Mondays-Fridays 5:30 a.m.-7:00 a.m.; 7:25 a.m.-7:30 a.m., 7:55 a.m.-8:00 a.m., 8:25 a.m.-8:30 a.m., 8:55 a.m.-9:00 a.m., 9:25 a.m.-9:30 a.m., 9:55 a.m.-10:00 a.m., 12:00 noon-12:30 p.m., 5:00 p.m.-5:30 p.m., 6:00 p.m.-6:30 p.m. and 10:00 p.m.-10:35 p.m. Saturdays 7:00 a.m.-7:30 a.m., 5:30 p.m.-6:00 p.m. and 10:00 p.m.-10:30 p.m. Sundays 5:30 p.m.-6:00 p.m. and 10:00 p.m.-10:30 p.m.